



# SILVER SALTIES - Brand Guidelines

## Considerations

- Wherever possible, the full colour logo should be used.
- The full colour logo may be used on white and coloured backgrounds. If using a coloured background there must be enough contrast between the background and the logo to maximise legibility and clarity.
- The logo may also be used on a photographic background of adequate contrast.
- The full mono logo is recommended to be used only on mono applications (such as newspaper) or merchandise.

## Suggested Applications

- Events – signage, collateral and apparel
- Event merchandise

**Note:** Clubs must not use the *Surf Life Saving Australia* logo unless its part of a template provided by Surf Life Saving Australia.

SILVER  
SALTIES

- PANTONE COOL GREY 5 OR CMYK 14/9/9/23
- PANTONE 2945 OR CMYK 100/50/1/15

REVERSED



SILVER  
SALTIES

- GREY 30% BLACK
- BLACK 100%

REVERSED



- WHITE
- BLACK 60%



# SILVER SALTIES - Brand Guidelines

## EXCLUSION ZONES

It is important that the appearance of our logo remains consistent. The logo should not be misinterpreted, modified or added to in any way. It must never be re-drawn or adjusted. The logo has been designed to reproduce at a minimum width of 20mm. There is no maximum reproduction size.

In order to ensure that the integrity of the logo is maintained, there is an exclusion zone surrounding it which must be honoured. No other graphic material, type or imagery should be closer than the guidelines drawn around the logo periphery, or exclusion zone. The exclusion zone, forming a rectangle, must be maintained above, below, to the left and right of the logo.

## LOGO VARIATIONS AND EXCLUSIONS



## INCORRECT LOGO USAGE

It is important that the brand is not altered in any way and that its appearance is always consistent across any medium.

### Do

- Use only the provided logo artwork
- Utilise the appropriate logo version for the appropriate task
- Use only one logo per application

### Don't

- Change the proportions of either the logo or tagline in relation to one another, e.g. making the logotype bigger, but keeping the logo the same size
- Make the logo 3D
- Use the logo in any colours other than those from the logo artworks
- Rotate, stretch, re-colour, outline, add to it or manipulate the logo





# SILVER SALTIES - Brand Guidelines

## EXAMPLE PLACEMENT

**SILVER SALTIES**

**JOIN SILVER SALTIES! FUN, SAFE, SOCIAL AND HEALTHY!**

**JOIN THE SILVER SALTIES PROGRAM AT:  
and be part of the surf lifesaving community!**

**Patrol**

**Objective** To promote physical activity, teamwork, a deeper understanding about the knowledge and skills needed to be an active patrol lifesaving volunteer, and to pursue any volunteering patrol roles of interest.

Duration	Day/s & Time	Cost	Meeting place	Intensity
				Light, moderate or vigorous

**Format**  
Participants can participate in one or more of the modules:

1. Patrol
2. Beach Safety
3. First Aid Officer
4. Radio Operator
5. Water Safety Personnel

[sls.com.au/silver-salties](http://sls.com.au/silver-salties)

**AUS** MOVE IT AUS BETTER AGEING GRANT

A3 POSTER



T-SHIRT



KEEP CUP